

Social Marketing

Despite widespread knowledge about healthy living, many people continue to consume a diet too rich in fat, bottle-feed their babies and practice many other “risky” dietary behaviors. Public health programs designed to promote healthier lifestyles and provide other preventive services are often underutilized. Social marketing offers a new approach to tackling these problems - an approach that starts and ends with an understanding of the consumer. This session gives a brief overview of the social marketing approach and its distinctive features. A case study of the *Loving Support Makes Breastfeeding Work* program and other examples from FNS programs will be used to illustrate the approach and the time, personnel and budgetary resources needed to plan and implement social marketing programs. Participants will learn what marketing teaches us about selecting target audiences, setting realistic behavioral objectives, and identifying the factors we must address to change dietary behavior.

OBJECTIVES Upon completion of the session, the participant will be able to:

- ◆ list the distinctive features of the social marketing approach
- ◆ identify at least one way to divide a consumer group into distinct segments
- ◆ describe the importance of setting realistic behavioral objectives for each audience segment
- ◆ identify at least four factors that influence dietary behavior change

FORMAT

- I. Lecture
- II. Lecture, group exercises and discussion
- III. Lecture
- IV. Question and answer

BIOSKETCH

Dr. Bryant is Co-Director of the Florida Prevention Research Center at the University of South Florida, funded by Centers for Disease Control and Prevention to develop and evaluate a community based approach to social marketing. She has directed social marketing research on a wide variety of public health projects, including breast and cervical cancer screening, prenatal care, immunizations, and early childhood intervention services. She has also directed the formative and pretesting research for five state WIC marketing projects and the National WIC Breastfeeding Promotion Project.